

WHAT IS CLAIMED IS:

1. An information distribution system including a distribution server which distributes
5 predetermined distribution information, and a distribution terminal which receives the distribution information distributed from the distribution server and outputs the distribution information from user interface means in a predetermined output form, wherein
10 the distribution information includes an object information element which is an object of the distribution and an objective of the output, and a control information element which controls the user interface means so as to return response information to
15 the distribution server, the response information being generated by a user in response to the distributed object information element, and
the distribution terminal includes user interface control means for controlling the user
20 interface means in accordance with a content of the control information element so as to return the response information to the distribution server, and medium output means for outputting the object information element of the received distribution information in the
25 form of recording on a predetermined recording medium.
2. The information distribution system according to claim 1, wherein
the object information element is

advertisement information having a questionnaire portion, and

the response information is information which is entered by the user in accordance with an arrangement
5 of the questionnaire portion.

3. The information distribution system according to claim 1, wherein

the distribution terminal is a facsimile terminal which has a transmission information judging unit in the user interface control means;
10

the object information element has a questionnaire portion, and distribution information indicative portion indicating that a concerned information is distribution information; and

15 when the user transmits a recording-completed recording medium by means of the facsimile terminal, the recording-completed recording medium being obtained in a manner that the user enters response information in a recording-completed recording medium in accordance
20 with an arrangement of an questionnaire area, the recording-completed recording medium being output from the facsimile terminal and containing a questionnaire area and a distribution information displaying area, the questionnaire area corresponding to the questionnaire
25 portion, and the distribution information displaying area corresponding to the distribution information displaying portion; the transmission information judging unit makes a judgment, which is made by verifying

whether or not the distribution information displaying area exists in the recording medium, on whether or not the recording medium is transmitted for returning the response information to the distribution server, and
5 executes processing in accordance with the control information element when a judgment is made that the recording medium is transmitted for returning the response information to the distribution server.

10 4. The information distribution system according to claim 1, wherein

the distribution terminal includes medium consumption amount monitoring means for monitoring consumption amount of the recording medium consumed for recording of the object information element so as to
15 inform the distribution server of consumption amount information indicative of the consumption amount.

5. The information distribution system according to claim 4, wherein

the distribution server includes a medium
20 consumption recovering means which receives the consumption amount information and executes recording medium recovery processing which contributes to, at least, recovering the consumption amount indicated by the consumption amount information.

25 6. The information distribution system according to claim 1, wherein

the distribution server includes data base means for accumulating and managing attribute information as

to the user obtained through an investigation work
conducted when the distribution terminal is lent or sold
to the user or through an investigation processing
conducted via a network, and executes distribution of
5 the distribution information in accordance with the
attribute information.

7. The information distribution system
according to claim 1, wherein

10 the distribution server includes response
information coping means for accumulating and
processing the response information received from the
distribution terminal.

8. An information distribution service
including a distribution server which distributes
15 predetermined distribution information, and a
distribution terminal which receives the distribution
information distributed from the distribution server
and outputs the distribution information from user
interface means in a predetermined output form, wherein

20 the distribution information includes an object
information element which is an object of the
distribution and an objective of the output, and a
control information element which controls the user
interface means so as to return response information to
25 the distribution server, the response information being
generated by a user in response to the distributed object
information element, and

the distribution terminal includes user

interface control means for controlling the user
interface means in accordance with a content of the
control information element so as to return the response
information to the distribution server, and medium
5 output means for outputting the object information
element of the received distribution information in the
form of recording on a predetermined recording medium.

9. The information distribution service
according to claim 8, wherein
10 the object information element is
advertisement information having a questionnaire
portion, and

the response information is information which is
entered by the user in accordance with an arrangement
15 of the questionnaire portion.

10. The information distribution service
according to claim 8, wherein
the distribution terminal is a facsimile
terminal which has a transmission information judging
20 unit in the user interface control means;

the object information element has a
questionnaire portion, and distribution information
indicative portion indicating that a concerned
information is distribution information; and

25 when the user transmits a recording-completed
recording medium by means of the facsimile terminal, the
recording-completed recording medium being obtained in
a manner that the user enters response information in

a recording-completed recording medium in accordance with an arrangement of an questionnaire area, the recording-completed recording medium being output from the facsimile terminal and containing a questionnaire area and a distribution information displaying area, the
5 questionnaire area corresponding to the questionnaire portion, and the distribution information displaying area corresponding to the distribution information displaying portion; the transmission information
10 judging unit makes a judgment, which is made by verifying whether or not the distribution information displaying area exists in the recording medium, on whether or not the recording medium is transmitted for returning the response information to the distribution server, and
15 executes processing in accordance with the control information element when a judgment is made that the recording medium is transmitted for returning the response information to the distribution server.

11. The information distribution service
20 according to claim 8, wherein

the distribution terminal includes medium consumption amount monitoring means for monitoring consumption amount of the recording medium consumed for recording of the object information element so as to
25 inform the distribution server of consumption amount information indicative of the consumption amount.

12. The information distribution service according to claim 11, wherein

the distribution server includes a medium consumption recovering means which receives the consumption amount information and executes recording medium recovery processing which contributes to, at least, recovering the consumption amount indicated by the consumption amount information.

13. The information distribution service according to claim 8, wherein

the distribution server includes data base means for accumulating and managing attribute information as to the user obtained through an investigation work conducted when the distribution terminal is lent or sold to the user or through an investigation processing conducted via a network, and executes distribution of the distribution information in accordance with the attribute information.

14. The information distribution service according to claim 8, wherein

the distribution server includes response information coping means for accumulating and processing the response information received from the distribution terminal.